

# Strategic Planning Review Committee



**Update to Fall 2014 Town Meeting**

# SPRC Update

- **Natick 360 background**
  - Values and Vision
  - Natick 360 Goals/Action Items
- **SPRC charge**
- **All-Boards Conference**
- **SPRC Recommendations**
- **Next Steps**

# Natick 360

- Strategic planning process initiated in 2006; funded by Town Meeting and local businesses to promote collaboration and goal-setting for the public and five Town boards
- Identified priorities; has helped the town move towards shared goals
- Earned a Municipal Innovation Award

# Natick 360 Process

<b>2006</b>	Report: Our community yesterday and today
<b>2006/2007</b>	Resident focus groups      Business forums      Town staff Values and Visions presentation/workshops/web input
<b>2007</b>	Strategic Options/Choices      Community survey
<b>2007/2008</b>	Inter-board meetings to define and refine goals
<b>2008</b>	Final report including goals and action items
<b>2009+</b>	Annual updates to Fall Town Meeting
<b>2010/2012</b>	Review Committee established
<b>2013</b>	All-Boards Conference
<b>2014</b>	Recommendations: develop comprehensive plan proposal, formalize cross-board collaboration

# Natick 360: Values

## As citizens of Natick, we value:

- Natick's **“small-town” sense as a safe, interconnected community** fed by its heritage, pride and spirit of volunteerism, and by its diversity, derived from its tradition of affordability and welcoming nature;
- Natick's **stewardship** of its diverse open spaces, and natural resources;
- A **high-value education** for students at all levels and abilities, and continuing educational opportunities for all Natick citizens;
- A **variety of businesses** that create a wide range of jobs and provide support to the community in many ways;
- **Natick Center**, a vibrant focal point of our community;
- Natick's abundance **of cultural, recreational and educational facilities**, wide array of **municipal services**, and proximity to major **transit and transportation** resources that contribute to our high quality of life.

# Natick 360: Visions

## As citizens of Natick, we aspire to create a future in which:

- Natick is a **healthy community** of diverse and interconnected citizens, businesses, organizations and neighborhoods, where citizens of all ages, backgrounds and income levels can live, work and thrive;
- Natick's **natural resources are preserved and accessible** to the community;
- **Natick Center is the vibrant core** of the community, a unique and accessible destination for commerce, community and culture, day and night;
- Natick's **public schools and programs** are recognized as among the best;
- Natick's **self-government**, supported by informed and engaged citizens, is fiscally sound, delivers services efficiently and communicates effectively with the public;
- Natick's **public infrastructure and buildings** fulfill their function efficiently and effectively to the satisfaction of the community, and are maintained in good working order;
- Natick is a **desirable and accessible destination** that marshals local and regional partners and resources to solve problems and enhance the quality of life for all its citizens.

# Natick 360: Goals

- Assure short-term and long-term **financial stability** of the Town in order to sustain the services required and desired by the community.
- Ensure that **people are well-informed** about what the Town is doing, so that people vote and participate in Town boards and committees.
- Maintain **public safety** commensurate with growth and change.
- **Proactively plan for new development appropriate for neighborhoods and the community.**
- **Improve educational quality**, opportunities and outcomes for each student, regardless of age and ability.
- Develop and implement a **plan for extraordinary capital projects**.
- Develop a comprehensive system for **maintaining and improving public facilities**, infrastructure, and ordinary capital requirements.
- **Improve traffic flows** and minimize the impact of traffic on the Town.
- Encourage Natick's transition to an **environmentally sustainable** community.
- **Attract and retain businesses** providing high-quality jobs.
- Promote, foster and enable an economically, socially and culturally vibrant and diverse **Natick Center**.
- Address the **intellectual, physical and social needs** of all Natick residents



# Sponsoring Board updates 2009-12

- Boards have made substantial progress on goals and action items identified in Natick 360
  - Selectmen
  - School Committee
  - Planning Board
  - Finance Committee
  - Conservation Commission
- Reports provided to Town Meeting



# Strategic Planning Review Committee

- Established by Board of Selectmen in 2010
- Recommend the next phase of town-wide strategic planning
- Representatives of five sponsoring boards plus members at large
- Organized all-boards conference Nov. 2013

# All-Boards Conference

- Attended by ~100 volunteers/staff, 11/2/13
- Overview of Natick 360
- Barry Bluestone presentation on demographics and development

***“We can control our destiny”***

- Breakout groups to select a goal from 360, identify challenges and opportunities, discuss how we work together towards goal
- Regroup to share learning
- Summary at [www.Natick360.org](http://www.Natick360.org)

# Learning from conference

- 9 of 10 groups selected one Natick 360 goal:
  - Proactively plan for new development appropriate for neighborhoods and the community.
- Ensure that housing is affordable and neighborhoods are diverse and accessible
- Develop cohesive strategies for growth that account for town finances, transportation, development, public safety, old/new balance
- Promote better Town information/collaboration

# SPRC Recommendations

- **Develop a Comprehensive Planning proposal** to develop a unifying community vision
- Continue to **promote collaboration**, and organize collaborative events while comprehensive plan development is in progress
- **Review the report** including notes from the November 2013 all-boards conference
- *4 of 5 sponsoring boards have approved to date*

# Comprehensive Plan

- Public process that may incorporate future and ongoing planning efforts – examples include:
  - Land use (housing, open space)
  - Public safety
  - Transportation
  - Economic Development
  - Public Health
  - Education
  - Financial Planning
  - Technology
  - Town governance
- “Master Plan” – typically land use (Natick 1971)

# Why Plan?

- Give a voice to the community
- Share info with public, our best resource
- Leverage planning completed or underway
  - Housing, Open Space, Safety, Education, Financial, Zoning Bylaw
- Provide the Town with context for public and private proposals, e.g. rezoning articles
- Vehicle for collaboration and exchange

# Next Steps

1. SPRC will develop a comprehensive planning proposal in the coming months
2. Will be brought to town boards for input/review/approval
3. May be reflected in future budgets and requests to Town Meeting
4. Collaboration between boards and committees

**Natick360.org**